

Claims

1. **(currently amended)** A television apparatus to extract on-demand television advertisement contact information by a television viewer comprising:

a television receiver for receiving a television advertisement picture signal having a television advertisement data signal associated therewith, said data signal representing a page of teletext data of said television advertisement picture,

a data acquisition circuit for acquiring said page of teletext data of said television advertisement,

said page of teletext data comprising a plurality of data, said plurality of data including contact information to contact a representative of said television advertisement by said television viewer,

wherein said page of teletext data associated with said television advertisement picture signal occurring at an advertisement teletext insertion time, said advertisement teletext insertion time occurring in non real-time to said television advertisement picture signal transmission,

a memory for storing a plurality of said page of teletext data,

a display for generating images representative of selected portions of said page of teletext data,

a first page selection means for selecting said page of teletext data for display on said television apparatus,

a wireless transceiver circuit for transmitting said page of teletext data to a remote control device upon receiving a request signal from said remote control device for

said first page selection of said television advertisement, and for receiving a set of television advertisement data navigation instructions into said television apparatus,

a second page selection means for selecting said page of teletext data for display on said remote control device,

a third page selection means for selecting said page of teletext data for transmission to said remote control device,

and a microcontroller coupled to said memory, said display, said first page selection means, said second page selection means, said third page selection means, and said wireless transmitter circuit,

said microcontroller being configured to cause delivery of a set of television control signals to said wireless transmitter circuit upon receiving a set of signals from said remote control device via said wireless transmitter circuit and to select portions of said page of teletext data to be displayed on said display in response to a request signal received from said remote control device.

2. **(previously presented)** The television apparatus in claim 1, wherein said first page selection means, said second page selection means and said third page selection means comprise a remote control device having a plurality of command keys.
3. **(currently amended)** A remote control device to extract on-demand television advertisement contact information by a television viewer comprising:

a memory for storing a plurality of television advertisement teletext data, wherein each said television advertisement teletext data is associated with a specific

television advertisement picture signal received and displayed on an active television apparatus,

said television advertisement teletext data comprising a plurality of data, representing a page of teletext data, said page of teletext data including contact information to contact a representative of said specific television advertisement by said television viewer,

wherein said page of teletext data associated with said television advertisement picture signal occurring at an advertisement teletext insertion time, said advertisement teletext insertion time occurring in non real-time to said television advertisement picture signal transmission,

a display for generating images representative of selected portions of said television advertisement, and said page of teletext data,

a user input device for enabling input of television channel selection, a set of television advertisement data navigation instructions including a selection input of said television advertisement displayed on said active television apparatus, and a set of communications instructions into said remote control device,

a wireless transceiver circuit for transmitting a set of control signals and a set of data signals to said television apparatus and a second electronic device and for receiving an on-demand selection of said page of teletext data from said television apparatus,

and a microprocessor coupled to said memory, said display, said user input device and said wireless transmitter circuit,

said microprocessor being configured to cause delivery of said set of control data signals to said wireless transmitter circuit and to select portions of said page of

teletext data to be displayed on said display in response to said set of communications instructions received from said user input device,

wherein said teletext data is selected from the group comprising an analog teletext system and a digital teletext system.

4. **(previously presented)** The remote control device of claim 3, wherein said set of communications instructions include:

retrieval and display of said page of teletext data stored in said remote control device memory;

retrieval and display of said page of teletext data for an advertisement displayed on said television apparatus;

retrieval and display of said page of teletext data stored in said television apparatus memory;

selection and deletion of said page of teletext data stored in said television apparatus memory;

selection and deletion of said page of teletext data stored in said memory; and

retrieval of said page of teletext data stored in said television apparatus memory.

5. **(previously presented)** The remote control device of claim 3, wherein said set of communications instructions include:

retrieval and display of said page of teletext data stored in said memory; and

transmission of said page of teletext data to said second electronic device.

6. **(previously cancelled)**

7. **(previously presented)** The teletext in claim 1 is selected from the group comprising an analog teletext system and a digital teletext system.

8. **(previously presented)** The second electronic device in claim 5 being selected from the group consisting of a telephone, a computer, a personal digital assistant device and a television set-top box.

9. **(cancelled)**

10. **(cancelled)**

11. **(previously presented)** The wireless transceiver circuit in claim 1 being selected from the group consisting of an infrared circuit and a Bluetooth-enabled circuit.

12. **(previously presented)** The wireless transceiver circuit in claim 3 being selected from the group consisting of an infrared circuit and a Bluetooth-enabled circuit.

13. **(currently amended)** A method to extract on-demand television advertisement contact information by a television viewer comprising the steps:

embedding said contact information in a television picture signal of a television advertisement;

receiving a multiplicity of said television advertisement and said embedded contact information on an active television apparatus;

extracting a multiplicity of said embedded contact information on said active

television apparatus, and storing said contact information in a first memory means in said television apparatus; and

wherein said embedded contact information represents a page of ~~teletext data~~.
teletext data;

wherein said page of teletext data embedded in said television advertisement picture signal occurring at an advertisement teletext insertion time, said advertisement teletext insertion time occurring in non real-time to said television advertisement picture signal transmission.

14. **(previously presented)** The method of claim 13 comprising the additional steps of:

using a remote control device to transmit on-demand a multiplicity of said page of teletext data of a displayed television advertisement picture on said active television apparatus from said first memory means in said active television apparatus to a second memory means in said remote control device;

selecting a specific page of teletext data in said first memory means and transmitting said page of teletext data to said remote control device;

navigating said first memory means in said active television apparatus using an input means on said remote control device; and

displaying said page of teletext data on said television apparatus display using said remote control device.

15. **(previously presented)** The method of claim 14 comprising the additional steps:

displaying said page of teletext data stored in said second memory means on a

display means on said remote control device;

navigating said second memory means in said remote control device using said input means on said remote control device;

displaying said page of teletext data selected in said second memory means, using said input means, on said active television apparatus;

using said page of teletext data stored in said second memory means to contact a representative of said television advertisement, using a second electronic device over a network means.

16. **(previously presented)** The second electronic device in claim 15 being selected from the group consisting of a telephone, a computer, a personal digital assistant device and a television set-top box.
17. **(previously presented)** The network means in claim 15 being selected from the group consisting of an Internet and a public telephone network.
18. **(previously presented)** The television signal of claim 13 being selected from the group consisting of a cable television signal, a satellite television signal and a broadcast television signal.
19. **(cancelled)**
20. **(previously presented)** The teletext in claim 13 is selected from the group comprising an analog teletext system and a digital teletext system.
21. **(previously presented)** The remote control device in claim 3 wherein said page of selected teletext data is transmitted and printed on a printing device.

22. **(new)** The television apparatus in claim 1, wherein said page of teletext data comprises a first tag marking start of said page of teletext data, said contact information and a second tag marking end of said page of teletext data.
23. **(new)** The remote control device of claim 3, wherein said page of teletext data comprises a first tag marking start of said page of teletext data, said contact information and a second tag marking end of said page of teletext data.
24. **(new)** The method of claim 13 wherein said page of teletext data comprises a first tag marking start of said page of teletext data, said contact information and a second tag marking end of said page of teletext data.